WARRIOR
PRIDE

Warrior Pride Goals

- **Provide a logo (Symbol) that Soldiers will identify with Army Values, the Warrior Ethos, and the Army Substance Abuse Program**
- **Standardize and incorporate Army Values and the Warrior Ethos in all substance abuse awareness training**
- **Instill and reinforce the belief that drug use and alcohol abuse violate Army Values and the Warrior Ethos – Incompatible with military service**
- **Reduce drug use and alcohol abuse by Soldiers**

What is Warrior Pride?

- **Soldiers are America's Warriors and should have Pride in themselves, their unit, and the United States Army.**
- **Being proud of who you are as a Soldier and the duty you perform for your country is incompatible with using drugs and abusing alcohol.**
- **Warrior Pride provides educational products for leaders and Soldiers.**
- **The next slide will explain what "Pride" should mean to Soldiers in regard to substance abuse.**

WARRIOR

Personal Courage: Possess the Personal Courage not to use drugs or abuse alcohol and to notify the Chain of Command of Soldiers that do.

Respect: Show your Respect to the Army, your unit, fellow Soldiers, and yourself by staying drug free and drinking responsibly.

Integrity: Stay true to the Army Values and Warrior Ethos by supporting the Army's drug and alcohol policies.

Duty: Do your duty as a Soldier and stay mentally and physically tough by not using drugs or abusing alcohol.

Excellence: Exhibit honorable behavior on and off duty - don't be a substance abuser!

Warrior Pride Messages

Example message – use these or make up your own!

- **Maintain your Warrior Pride – Don’t Drink and Drive!**
- **Don’t leave a Soldier behind on the battlefield, in a bar or at a party.**
- **I am a Warrior - I am Drug Free.**
- **Warrior Pride 0-0-1: Warriors have Zero DUIs, Zero underage drinking incidents, and don’t drink more than one drink per hour**

Campaign Components

- **Announced in Feb 05 Soldier's Magazine Hot topics**
- **Campaign Kickoff – Army Substance Abuse Program (ASAP) Worldwide Conference (25 Jul 05), Austin, TX**
- **Army wide Kickoff as part of National Red Ribbon Week, 24–28 Oct 05**
- **Installation campaign kits**
  - **Social marketing Posters**
  - **Soldier alcohol and drug information Pamphlet**
  - **Leadership support memorandum(s)**
  - **Graphic files of Warrior Pride logo for give-a-ways**
  - **Prevention Education CDs for leaders, UPLs, and the ASAP staff**

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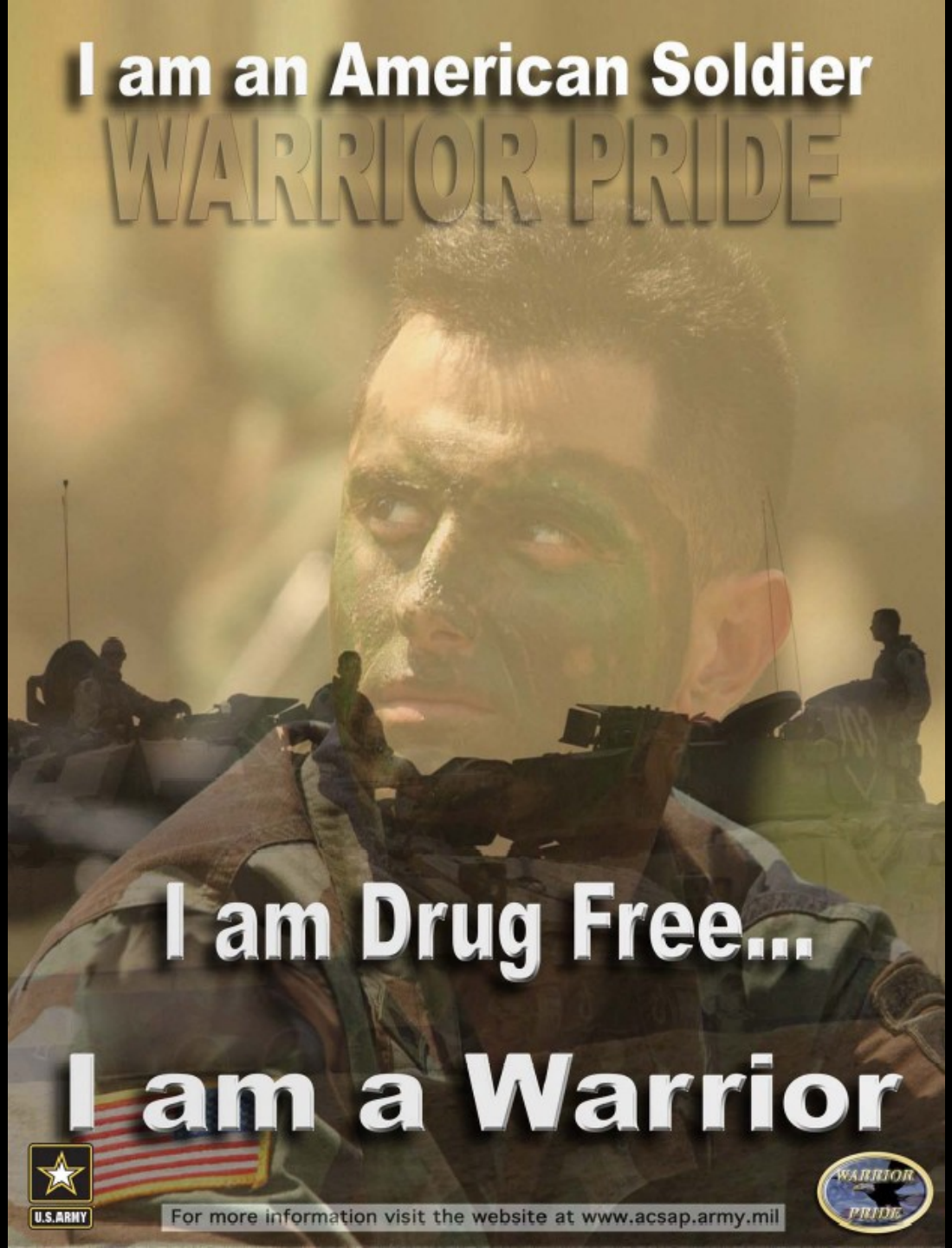
For more information visit the website at www.acsap.army.mil

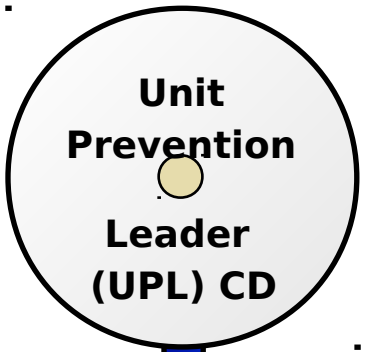

I am an American Soldier
WARRIOR PRIDE
I am Drug Free...
I am a Warrior
U.S.ARMY
For more information visit the website at www.acsap.army.mil
WARRIOR PRIDE

If you wouldn't Drink & Drive here...
WARRIOR PRIDE
Why would you do it here?
Don't Risk It...
Think Before you Drink!
WARRIOR PRIDE
For more information visit the website at www.acsap.army.mil

Prevention Education CDs

- AOD Policies
- ASAP Policies/Services
- Limited Use Policy
- Smart Testing
- Warrior Pride
- RRP Brief
- Alcohol and other Drug (AOD) Education
  - Myths
  - Signs & Symptoms
  - Responsible

- CMD Briefing
- Newcomers Brief
- Enabling
- DWI/DUI
- AUDIT (Alcohol Use Disorders Identification Test)
- Behavior Change Model
- Alcohol Abuse
  - Definitions
  - Risks/heredity
- PTSD
- Stress Management



Presentations and LPs

- Drugs of abuse
- Alcohol Awareness
- ASAP Overview
- Limited Use Policy
- Virtual Bar
- AUDIT
- Warrior Pride

Summary

- **Substance abuse affects unit readiness and reduces unit morale.**
- **Soldiers who use drugs and abuse alcohol miss more work, are prone to accidents and are less productive.**
- **The decision to remain drug free and not abuse alcohol is based on an individual values, knowledge, and beliefs.**
- **Soldiers must be educated about substance abuse, Army Values, The Warrior Ethos and Warrior Pride!**